ETEC 525.01W: Webmastering for Education and Training
COURSE SYLLABUS: Summer II, 2012

Instructor: Jason Lee Davis, PhD – Associate Professor
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Class WebPage URL: http://faculty.tamuc.edu/jdavis1/etec/525/125/
Courseware URL: http://online.tamuc.org/

COURSE INFORMATION

Delivery format: Online, Web-based. No required physical meetings.

Semester Credit Hours: 3 SCH

Materials – Textbooks, Readings, Supplementary Readings:

Textbook(s) Required: N/A

Textbook(s) Optional: (Study Guide recommended for students seeking Tech Apps Certification)

> TExES Review Study Guide for Technology Applications 8-12
> ISBN: 1-933049-58-8
> ID: 819-1197
> ...available from the Region 4 Educated Solutions On-line Store ($40.00)

> Built-in software help files and other on-line resources will be utilized. The class will be doing projects in Microsoft Expression Web making use of Cascading Style Sheets (CSS); so, if you run across any cheap books on related topics at a discount computer book store, you might pick-up one or two just for reference.

Course Description (Catalog version): A study of Internet applications for teaching training, with an emphasis on online research activities and the development of effective computer-mediated-communication methods to facilitate online learning communities. Methods of accessing, obtaining, managing and utilizing information from a variety of sources will be explored, as will the evaluation of online materials.

Practical Description (Common Sense version): The prevalent means of providing and acquiring information on the internet is through the use of the World Wide Web and its associated set of materials made available by Hyper-Text Markup Language. The focus of this course will be

centered on the vehicles through which on-line information is made available; namely, web creation and management applications. This course will guide students through activities of webpage creation and develop site design and management skills using Microsoft Expression Web. Students will be required to exercise computer attack skills.

Student Learning Outcomes:

1. The learner will be an active, engaged participant within the learning community through contributions of relevant questions and value-added responses in the Virtual Classroom/Q&A Forum.

2. The learner will demonstrate an understanding of structured web design through the use of the designated web authoring/management software application for the creation of portfolio project website meeting specified design criteria.

3. The learner will demonstrate an understanding of advanced web design features and techniques, such as Dynamic Web Templates (DWT) and Cascading Style Sheets (CSS), to create cohesive pages on a multi-page, multi-tiered website.

4. The learner will participate in a project evaluation activity and provide thoughtful feedback to peers and the instructor on evaluated projects.

COURSE REQUIREMENTS

IMPORTANT NOTICE!!! Grading policies and requirements identified in this syllabus are <u>non-negotiable</u> and will be followed in this course with all students held to an identical standard. If you do not agree with any requirement herein, or believe any of them to be "unfair," you should IMMEDIATELY DROP this course!

Instructional Activities / Methods / Activities Assessments

Virtual Classroom/Q&A (Question & Answer) Forum – 30%: Students are required to post all "how-to" questions to the Virtual Classroom/Q&A Forum rather than addressing them directly to the instructor. The instructor will monitor the Forum and if a satisfactory answer is not provided by other students with a reasonable time, the instructor will contribute. Students will be given first opportunity to earn response credit. Credits will not be earned by submitting calls for program assistance to the instructor prior to posting a request to the Forum. Questions may also be posed by the instructor to allow students to address particular issues. Each student must post a minimum of three (3) questions to the Forum during the semester. Each student must provide a value-added respond to a minimum of four (4) questions during the semester. Questions must be specific and clearly posed, and responses must be well thought out, informative, and helpful to receive full credit. Simply posting to the forum DOES NOT automatically earn credit. Non value-added posts such as "me too," "I was wondering the same thing," "I agree," and the like, do not qualify for credit. The instructor is responsible for subjectively assessing credit worthiness of any posts. Participation MUST be spread throughout the semester. Forum postings during last week will receive half credit. (Important: Posting the minimum required number of questions and responses in the last week WILL result in a letter grade reduction!!!) The FAQ must be consulted for answers prior to postings. Questions posted that are already answered in the FAQ will not earn question credit.

Microsoft Expression Web Project – 60%: All students must design and build a multi-page website using Microsoft Expression Web (2.0 or greater) in accordance with the project guidelines and requirements. Students must have access to a computer on which they have sufficient administrative privilege to install MS Expression Web. The final project must be published and

functional on an approved, public web server, as identified in the project requirements. Project evaluation will be based on a rubric for rating the implementation of each of the required project elements. *Note*: Adobe Dreamweaver may be used as an alternative in the Summer II, 2012, term.

Project Evaluations – 10%: Each student must provide a comprehensive evaluation of two other web projects. Each project must be evaluated by two (2) classmates. Evaluation assignments will be announced. Additional information regarding assessment criteria will be forthcoming.

Timely submission of assignments: Projects and assignments MUST be completed and submitted by the designated due dates. Full credit cannot be earned by late or incomplete assignments. Assignments lose up to 5% of their possible value each hour late if submitted after the posted due date/time.   (e.g. Assignments can lose all of their value at 20 hours past due.) Further, **late project submissions may be rejected** at the instructor's discretion. As this project incorporates peer review activities requiring that all projects be available at the beginning of the review period, one student will not be permitted to hold up the progress of the entire class and may be taken "out of the loop" if necessary to ensure the forward progress of the class.

Grading

Q&A Forum:	30%	A	90-100%
Expression Web Project:	60%	B	80-89%
Project Evaluations:	10%	C	70-79%
		D	60-69%
		F	59% or less

TECHNOLOGY REQUIREMENTS

This is an online course; thus, access to a computer with a reliable Internet connection (preferably high-speed) is required. You must also have sufficient administrative authority on your computer to download, install, and run the required software applications and browser plug-ins.

Required Software:

Microsoft Expression Web 2.0 or greater (A free time-limited evaluation is available as a download directly from Microsoft's website. The trial version expires at the end of the month following the month of install. Do not install prior to July 1st to ensure the trial period does not expire prior to the conclusion of the course.)

Adobe Dreamweaver may be used as an alternative to MSEW, however, it is important to note that only support for MSEW is provided in the course.

FireFox (ver. 3.6.x or newer) or Aurora (ver. 15.x or newer) Browser with Web Developer Toolbar plug-in.

Internet Explorer Browser (ver. 8.x or newer)

Optional Software/Plug-in:

Given the large size of the installation file for the required software, you may wish to take advantage of the convenience of a download manager such as Free Download Manager if you don't already have one installed. This free utility will allow the download to pick-up where it left off in the event of an interruption in the download.

Project Web Space:

Students are encouraged to secure free webspace for their project on AwardSpace. This common web space provider is preferred for instructional uniformity and to facilitate peer support of any access and publishing issues. If you already purchase or have access to webspace that supports FTP, you may use it.

ACCESS AND NAVIGATION

This course will be facilitated using eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: https://leo.tamuc.edu/login.aspx.

In the event the myLEO portal is ever inaccessible and you need to login to eCollege, you should also bookmark the direct URL for eCollege: http://online.tamuc.org/

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc.edu.

To participate in the online course environment, login to eCollege and follow the instructions provided for each week of the course. Instructions, project guidelines, and relevant resources will be provided as needed throughout the course. The Virtual Classroom/Q&A Forum should be monitored and contributed to regularly. Special announcements or instructions may also be placed in the announcements area or sent directly to your leo email.

COMMUNICATION AND SUPPORT

Interaction with the Instructor

The instructor is available via a variety of avenues. The best path depends on the nature of the content you wish to convey or ask. If you have a general question about the class content, a FAQ List is provided within the eCollege environment and may already provide the answer you seek. If you have a question or comment of the nature that would be presented in a traditional classroom environment, please do so in the Virtual Classroom so that others might benefit from and even participate in the exchange. If it's not something of general interest to others in the course, my Virtual Office is a better choice. Personal content involving grades, progress, etc. should be addressed with me via private e-mail: Jason.Davis@tamuc.edu Of course, if you'd like to meet up for a face-to-face visit, just let me know and we'll set-up a time to meet at my office, or in the ETEC Advanced Lab if needed.

eCollege Technical Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.
☐ **Chat Support:** Click on *'Live Support'* on the tool bar within your course to chat with an eCollege Representative.
☐ **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
☐ **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.
☐ **Help:** Click on the *'Help'* button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc…)

Other Questions/Concerns:

Contact the appropriate TAMU-C department relating to your questions/concern. If you are unable to reach the appropriate department with questions regarding your course enrollment, billing, advising, or financial aid, please call 903-886-5511 between the hours of 8:00 a.m.- 5:00 p.m., Monday through Friday.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:

Academic Honesty Policy

Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), auto-plagiarism (duplicate submission of single work for credit in multiple classes), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All works submitted for credit must be original works created **by the scholar** uniquely for the class. Works submitted are subject to submission to TurnItIn, or other similar services, to verify the absence of plagiarism. Consequences of academic dishonesty may range from reduced credit on the plagiarized assignment to petition for removal from the academic program or institution, depending on the circumstances and extent of the violation; however, in typical instances, an automatic F in the course is considered appropriate.

Web resources for reference regarding what constitutes plagiarism and how to avoid it include:
http://www.plagiarism.org/
http://www.unc.edu/depts/wcweb/handouts/plagiarism.html
http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml

Any works referenced should be properly cited in accordance with APA 5th or 6th edition style.

Scholarly Expectations

Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

Late Work

Projects and assignments MUST be completed and submitted by the designated due dates. Full credit cannot be earned by late or incomplete assignments. Assignments lose up to 5% of their possible value each hour late if submitted after the posted due date/time. (e.g. Assignments can lose all of their value at 20 hours past due.) Further, **late project submissions may be rejected** at the instructor's discretion. As this project incorporates peer review activities requiring that all projects be available at the beginning of the review period, one student will not be permitted to hold up the progress of the entire class and may be taken "out of the loop" if necessary to ensure the forward progress of the class. You will have plenty of notification and time to complete course assignments. If you know you are going to be out of town and unable to access a computer, plan ahead. If there is a chance you might lose power, Internet access, or your available technology fail at the last minute, plan ahead.

Time Commitment (5-week term)

In a graduate level course, it is a reasonable and accepted expectation that a student will spend between three and four hours outside of class for each hour spent in class. This applies to online and web-enhanced courses just as it does to a tradition course when determining the total expectation of time that should be spent on a particular course per week, or day in the case of summer or sub-term semester courses. The activities in this course are based on a five-week instruction schedule. An understanding of this expectation can help serve as a gauge for you to determine a range of how much time you will need to allow for and devote to each course. The

average time commitment range calculation for a five-week, three Semester Credit Hour (3 SCH) course, such as this one, is show in the table below:

Average expected time spent on class or class related work.	**Minimum** expected average time based on 3:1 time ratio.	Maximum expected average time based on 4:1 time ratio.
"In" class per class week	8hr. 00min.	8hr. 00min.
"Outside" class per class week	24hr. 00min.	32hr. 00min.
TOTAL Weekly Expectation	**32hr. 00min.**	**40hr. 00min.**
TOTAL Term Expectation	**160hr. 00min.**	**200hr. 00min.**

As you can see, a five-week summer course is essentially a full-time job. Expect to make this commitment in time and effort a priority when you take this course. Your instructor will expect this of you.

Attendance

All students must be active participants in class activities. In on-line courses, attendance is equated to the demonstration of an active, regular presence in the virtual course environment and appropriate progress toward timely project completion. An active presence may be shown through participation in, and contributions to, synchronous or asynchronous class discussions and the Virtual Classroom/Q&A forum. Students are expected to access the online course no less than three days per week to check for announcements, updates, and opportunities for active participation. If you're planning an extended vacation during the semester and will be unable to participate as required, this may not be time for you to take this class. Go ahead, drop the class, enjoy your vacation, and re-enroll in a semester in which you are ready to dedicate the time and effort necessary to be successful in your studies. Bottom line… Graduate studies require significant effort and dedication. Either you're all in and committed, or you need to step back until you're ready and able to rise to the challenge.

University Specific Procedures:

ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu
Student Disability Resources & Services

Student Conduct/Citizenship

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook).*

COURSE OUTLINE / CALENDAR

The following course schedule is maintained on our class public website at:
http://faculty.tamu-commerce.edu/jdavis1/ETEC/525/125/ETEC525-125-sch.htm

		Date	Activities/Assignments Due/Notes
W E E K 1	Mon	July 9	Log-in to On-line course in eCollege and follow posted directions. *(There is NO Face-to-Face Meeting)*
	Tue	July 10	Download and install approved Site Management Application. Microsoft Expression Web 2, 3, or newer (free trial version may be used) or Adobe Dreamweaver.
	Wed	July 11	Establish webspace for your Web Project on AwardSpace. The **free** webspace option is sufficient for our project. Purchase of ANY options is **NOT** necessary. Post link to your webspace on the 'Webliography' page in the courseware.
	Thur	July 12	Web Projects begin.
W E E K 2	Mon	July 16	
	Tue	July 17	
	Wed	July 18	
	Thur	July 19	
W E E K 3	Mon	July 23	
	Tue	July 24	
	Wed	July 25	
	Thur	July 26	*Last day to drop course(s).*
W E E K 4	Mon	July 30	
	Tue	July 31	
	Wed	Aug 1	
	Thur	Aug 2	*Last day to withdraw from school.*
W E E K 5	Mon	Aug 6	Publish Web Project with all elements implemented – 12noon Begin Peer Feedback - 12 noon
	Tue	Aug 7	Provide peer feedback via e-mail to webmasters - by 12midnight
	Wed	Aug 8	Publish completed Web Project for grade evaluation - by 12midnight Submit peer review "evaluator feedback scores" directly to instructor
	Thur	Aug 9	Begin and Complete Final Peer Evaluations Final Peer Evaluations due - 12midnight (Upload form to DropBox)
	Sat	Aug 11	COMMENCEMENT - Graduate Ceremony @ the Field House

Schedule Rev. 07/05/2012